



LODGING
Econometrics
YOUR GLOBAL PARTNER FOR REAL ESTATE INTELLIGENCE

REAL ESTATE INTELLIGENCE PROGRAM

FOR BRAND GROWTH WORLDWIDE



LE Searches the Industry and Identifies All:

- New Construction Opportunities
- Potential Conversion Opportunities

Tailored to Meet Your Unique Specifications, LE Presents Opportunities via:

- An Online Sortable Database
- A Customized Website Library of Real Estate Trend Reports

Available Online 24/7 from any Computer or Mobile Device

BENEFITS



LE Searches the Industry and Identifies and Presents Every Potential Growth Opportunity that Meets Your Exact Specifications.

It's a Powerful Solution to Brand More New Construction and Conversion Projects

All Decision Makers are Identified with Complete Contact Information

Provides Complete Target Account Portfolios for the Top Developers and Leading Ownership and Management Groups

Summarizes all Opportunities by:

- Region and Country and for each Development Staff Member's Territory

Provides Immediately Actionable Intelligence, No Further Research Required.

100% Risk Free. Money Back Guarantee.

PROGRAM COMPONENTS



An Online Sortable Database of Individual Construction Pipeline and Open & Operating Hotel (Census) Records complete with:

- Developer, Ownership and Management Group Decision-Makers per Record

A Customized Website Library of Real Estate Trend Reports:

- **Personalized Real Estate Reports** - for any Company Executive
- **LE's Construction Pipeline Trend Reports**
- **Target Account Portfolios** – for the Top Developers and Leading Ownership and Management Groups with complete Decision-Maker contact information
- **Market Trend Reports**
- **Competitive Set Summaries** – for the Construction Pipeline and Census of Open & Operating Hotels by competitor
- **Market Penetration Summaries** – for your Brands in all Countries and Markets
- **Transaction Trend and Sale Comp Reports** – for all Brands and Markets

USED BY



Development Teams in the Field

Home Office Development Managers

Strategic Planners

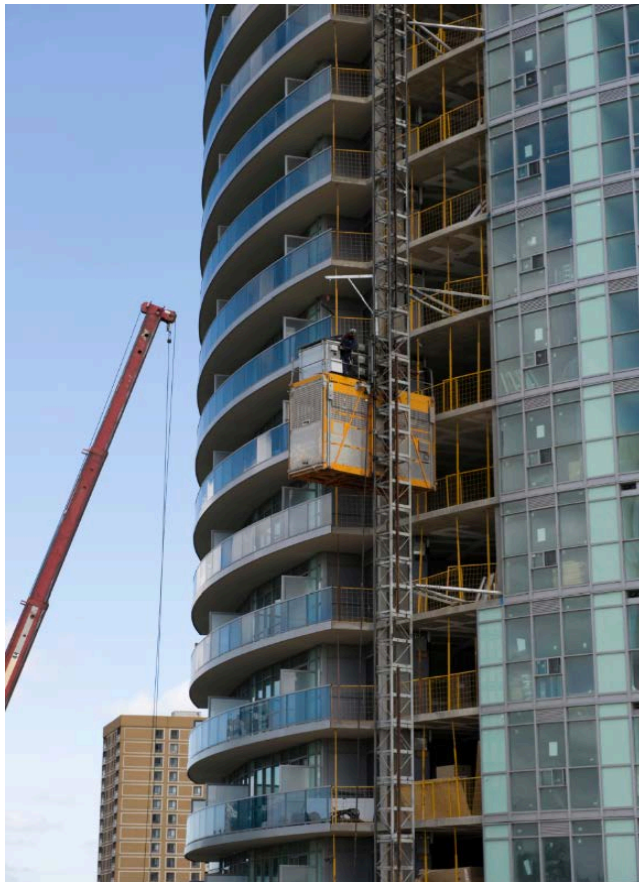
Analysts and Feasibility Staff

Franchise Relations

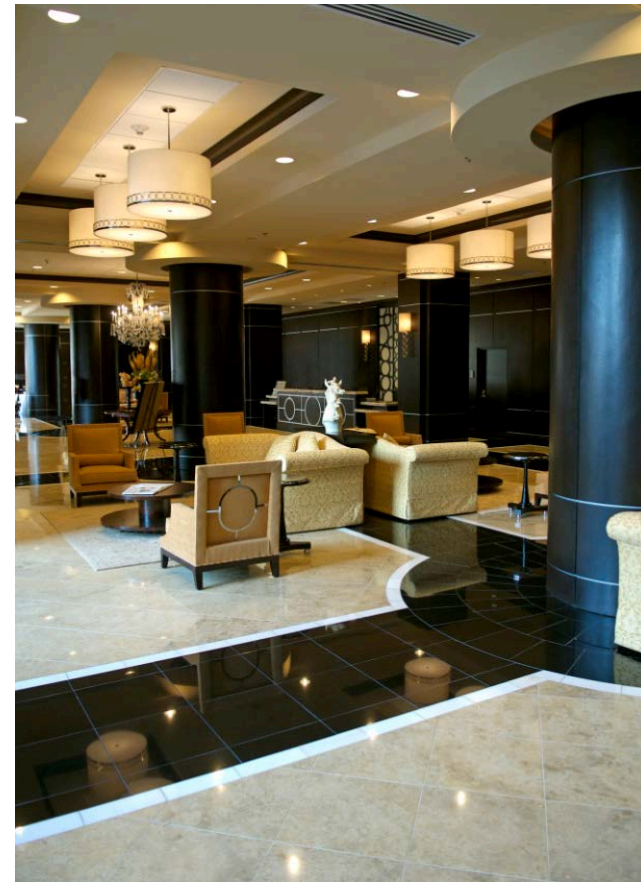
Investor Relations

Other Corporate Executives

ONLINE SORTABLE DATABASE



New Construction



Open & Operating Hotels (Census)

ONLINE SORTABLE DATABASE



Presents Individual Hotel Records for all New Construction and Potential Conversion Opportunities, in a User-Friendly Online Format with:

- Complete Contact Information for Decision-Makers

Searchable by:

- Developer and Ownership & Management Group
- Stage of Construction
- Chain Scale and Brand
- Territory, State, Market and Tract

Includes:

- Market Intelligence Handbooks – for each Regional Development Director's Territory

CUSTOMIZED LIBRARY OF REAL ESTATE TREND REPORTS



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FOR BRAND GROWTH WORLDWIDE

LIBRARY OF REAL ESTATE REPORTS
PERSONALIZED REPORTS



Contains all personalized reports, designed by LE to meet the specific need of any company staff member.

Any request that emanates from your company's specifications can be customized and accommodated.

Common requests include:

- Market Intelligence that is unique to a particular executive's role, who is generally not part of the development effort.

Frequent users are:

- Presidents, CFO's, Operating Officers, Investor Relations, Public Relations etc.



Presents LE's complete report for the Construction Pipeline by Stage, LE's Proprietary Three-Year Forecast for New Hotel Openings, current counts for Open & Operating Hotels (Census) and New Hotel Openings for the previous two years.

For Each Region and Country:

- By Chain Scale
- Top Markets
- By Franchise Company & Brand
- A Variety of Other Pipeline Metrics

A report also includes illustrations displaying Lodging Real Estate Trends



Provides an in-depth analysis of Development Growth Trends and Transaction Activity for each of the Top Developers and Leading Ownership and Management Groups.

- Includes a Directory of Development Decision-Makers and Top Corporate Executives

Each company portfolio has a summarial overview and can also contain individual hotel records for the Construction Pipeline, Conversions, Announced Renovations, Open & Operating Hotels (Census) and Recent Transactions.

Also provided is a summary of the brands and markets favored by the Target Account.

LIBRARY OF REAL ESTATE REPORTS
MARKET TREND REPORTS



Provides an in-depth analysis of Development Growth Trends and Transaction Activity in every market.

Each Individual Market Trend Report has a summarial overview and can also contain individual hotel records for the Construction Pipeline, Conversions, Announced Renovations, Open & Operating Hotels (Census) and Recent Transactions.

Summarial overviews are also provided for the leading investor groups and top brands in each market.

Provided separately is a summary of Development Growth in each market by:

- Chain Scale, Market Tract, Hotel Size, Franchise Company and Brand



Displays summarial views of your company's share of the Construction Pipeline and Census of Open & Operating Hotels and that of your competitors for:

- Top Developers
- Leading Ownership and Management Groups
- Every Country and Market



For each of the Top 25 Markets, a summary is included that displays the market penetration for each of your brands. It provides totals by brand and company for each of your competitors for the:

- Construction Pipeline
- Census of Open & Operating Hotels



LE's Transaction Trend Report provides transaction volume and average selling price per room:

- For Each Brand
- By Chain Scale
- Top 25 Markets

LE can also provide the most recent individual Sales Comp Records for your particular brands.

CONTACT LE



LEARN HOW YOU CAN
ACCELERATE YOUR GROWTH OBJECTIVES.

Contact us today for your interactive demonstration:

Phone: +1 603.431.8740 ext. 25

Email: info@lodgingeconometrics.com

LE'S REAL ESTATE INTELLIGENCE IS YOUR STRATEGIC ADVANTAGE